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# Growth Hacking Playbook

- by foundr

**WORKBOOK**

## Growth Hacking Playbook by Foundr

with Bronson Taylor

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# WELCOME

## Meet your instructor:
## Bronson Taylor

Growth Hacker TV host, eight-time founder, TechStars mentor and #1 Guest Lecturer at Northwestern University, Bronson Taylor eats, sleeps and breathes growth.

He wrote the the first-ever book on growth hacking which has been downloaded over 440,000 times.

He is the host of Growth Hacker TV where he has interviewed over 180 of the greatest growth minds in the world.

He is the CEO of Growth Geeks, an online marketplace for high quality, vetted growth marketing services.

**Bronson Taylor**
*Founder & CEO*
*Growth Geeks, Growth Hacker TV, Workify, Rhino Laces*

And he founded workify.co, a white-labeled marketing software company that – you guessed it – he also growth hacked to 1,860 participating agencies as of the time of this writing.

A natural-born hustler, Bronson brings a unique blend of real-world experience, creativity and grit to this course.

Having been a highly sought-after growth consultant for many years, helping thousands of companies grow their businesses, he breaks down his proven framework into easy-to-digest and actionable lessons that you can apply immediately to get results.

## What to expect

Bronson brings a unique blend of technical prowess and real-world experience to this course with an ability to easily communicate his framework to his students. He boils his strategies down into actionable, easy-to-digest exercises and examples that any entrepreneur and business owner can follow and apply to get massive results.

Each lesson comes with:

- A bite-sized Video Lesson
- Action Items
- A Corresponding Workbook
- Tools & Resources

## Who this course is for?

This course caters to *any* entrepreneur or solopreneur who wants a cohesive playbook for growth hacking their business.

You may think that growth hacking is only meant for tech products, but Bronson is here to show you that you can growth-hack virtually ANY business –and he's done it himself countless times.

From SaaS products to service-based businesses to ebooks and even shoe laces –not to mention, thousands of clients' businesses – Bronson has grown it all.

And now you can unlock the same growth potential for your company!

*"Bronson Taylor has the antidote for the hype."*

**ERNST-JAN PFAUTH**
*EDITOR IN CHIEF, THE NEXT WEB*

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## How to get the most from the course:

In order to maximize your results with this course so you can effectively growth-hack your business:

- Mark your calendar to block out a daily slot for at least 1 hour to fully commit to learning. Remember, success is a habit.
- Better yet, block off *1 full day per week* where you focus on nothing but growth.
- Watch every video, take lots of notes, do the workbook exercises, and check out the tools and resources provided.
- Leverage the Foundr community & team for support on your entrepreneurial journey. Building a business is hard. We're here to help.
- Most importantly, *take action*, and remember, you don't have to be 100% right. Growth hacking is about doing lots of experiments, and seeing what works – then repeating that success week over week, month over month.

We wish you a very rewarding and transformational learning journey.

*Cheers to your growth!*

*Bronson Taylor & The Foundr Team*

## Course objectives

By the end of the course, you should have:

- **A proven, step-by-step framework for growth hacking** that has generated tens of millions of dollars for my clients' businesses and my own businesses. No fluff. No gurus. No "theory" or philosophy. This system has worked time and time again, and I'm going to share with you all my growth hacks and battle-tested tactics so you can formulate your growth strategy.
- **Tons of examples and case studies from high-growth companies** — in order to make this course as valuable and cohesive as possible for you, I've also drawn on examples from other high-growth startups like Dropbox, Airbnb, Uber, Unbounce, and more –as well as individuals / solopreneurs / authors who have growth-hacked their businesses.
- **A deep understanding of the "growth mindset"** — growth hacking is a lot like being a scientist. You have to conduct lots of experiments, and use these tactics that I'm going to show you to see what works for your company's unique needs.
- **Your own growth hacking strategy that you can put into action immediately** — my goal for you by the end of this course is that you can formulate your own custom growth strategy using the tactics and lessons I'm going to share with you over the next 30+ videos.
- **Now, let's get started!**

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# COURSE OVERVIEW

## MODULE 1:
### Growth Hacking Foundations

- [ ] Welcome to the Course
- [ ] What is Growth Hacking?
- [ ] 3 Disciplines of Growth Hacking — Marketing
- [ ] 3 Disciplines of Growth Hacking — Technology
- [ ] 3 Disciplines of Growth Hacking — Psychology
- [ ] Common Myths & Truths About Growth Hacking
- [ ] The Growth Hacking Funnel
- [ ] Growth Hacking Tactics: Breaking Down the Funnel

## MODULE 2:
### Pull Tactics for Getting Visitors

- [ ] PULL Tactics for Getting Visitors (Your Audience) - Blogging
- [ ] PULL Tactic: Podcasting
- [ ] PULL Tactic: EBooks
- [ ] PULL Tactic: Social Media
- [ ] PULL Tactic: Hosting Webinars
- [ ] PULL Tactics for Getting Visitors (Leveraged Audience) - Guest Blogging
- [ ] PULL Tactic: Guest Podcasting
- [ ] PULL Tactic: Conference Presentations
- [ ] PULL Tactic: Guest Hosting Webinars

## MODULE 3:
### Push Tactics & Product Tactics for Getting Visitors

- [ ] PUSH Tactics for Getting Visitors - Purchase Ads
- [ ] PUSH Tactic: Affiliates
- [ ] PUSH Tactic: Direct Sales
- [ ] PRODUCT Tactics for Getting Visitors (Part I)
- [ ] PRODUCT Tactics for Getting Visitors (Part II)

## MODULE 4:
### How to Activate Members & Retain Users

- [ ] ACTIVATION Tactic: Landing Pages
- [ ] ACTIVATION Tactic: Copywriting
- [ ] ACTIVATION Tactic: Calls to Action (CTA)
- [ ] ACTIVATION Tactic: Onboarding
- [ ] ACTIVATION Tactic: Gamification
- [ ] ACTIVATION Tactic: Pricing Strategy
- [ ] RETENTION Tactics: How to Retain Users

## MODULE 5:
### Ideas To Grow On

- [ ] Growth Hacking Experiments
- [ ] Terminology & Analytics
- [ ] Product Market Fit
- [ ] Final Thoughts

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MODULE 1:

# GROWTH HACKING FOUNDATIONS

LESSON:

## What is Growth Hacking?

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***"A startup is a company designed to grow fast."***
***- Paul Graham***

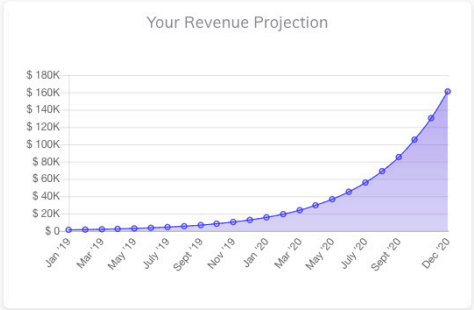
Every entrepreneur wants to grow their business quickly. But what exactly is "growth hacking"? While a traditional marketer or business owner might be worried about all kinds of different things like logo design, how good the homepage looks, managing outside vendors, etc. – a growth hacker only cares about those things if they lead to growth.

***"A growth hacker is a person whose North Star is growth."***
***- Sean Ellis***

Here's my personal definition of growth hacking, based on my experience growing 8 different businesses of my own to millions in revenue, and 1,860 clients' businesses (as of this writing):

***"Growth hacking is when you combine marketing, psychology and technology to achieve business growth."***
***- Bronson Taylor***

If you do it right, and follow the tactics that I'm going to show you in this course, the results you achieve should end up looking more like an exponential, "hockey stick" graph, rather than a straight line. Which is pretty damn exciting.




*Hypothetical example screenshot. No specific results guaranteed.*

**EXERCISE: YOUR GROWTH PROJECTION**

Let's look into the future of your business. What would happen to your revenue if you actually focused on growth, and made it your top priority?

Let's assume the guidance of Y Combinator co-founder Paul Graham that a **good growth rate for a startup is 5-7% per week.**

1. Write down your current MRR (Monthly Recurring Revenue): $ _____
2. (If you don't know this exact number, then you can put in a ballpark figure.)
3. Visit the **Startup Growth Calculator** and type that number into the "Current MRR" field. https://www.kommunicate.io/resources/growth-calculator?1000-5-12
4. Select your desired "Growth Rate" (e.g. 5% weekly).
5. Select your "Projection Time" (e.g. 12 months).
6. Record your results based on what appears at the top of the page:

**In _____ years, your projected yearly revenue will be $ _____ and your projected monthly revenue will be $ _____.**

That's a lot of growth!

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MODULE 1:

# GROWTH HACKING FOUNDATIONS

LESSON:

## The 3 Disciplines of Growth Hacking — Marketing

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As I've mentioned, growth hacking is really the combination of...

**traditional marketing + psychology x technology**

When you merge these three disciplines together, you can tap into tried-and-true psychological triggers and marketing tactics that are proven to work, and multiply them using the power of modern technology to achieve exponential results.

In this lesson, I'm going to talk about the first discipline of growth hacking: **Marketing.**

**The 4 P's of Marketing**

— Product
— Place
— Price
— Promotion

Here's an excerpt from agency Angle180 that describes each P...

*A **PRODUCT** is a service or good offered to meet consumer interest or demand. It could come in the form of occupational therapy or a fidget spinner - choices are only limited to the imagination, BUT, are highly dependent on marketplace curiosity or need.*

**PRICE** *is the cost people pay for a product. This includes base costs (materials, manufacturing, and shipping) plus expenses (rent, office supplies, healthcare, etc.). While you should always look to the competition, a smart business will tap into what people will actually pay for it. That's the only thing that counts. If you can't rise above your bottom line and make your target profit, then it's a losing proposition.*

***PLACE** is the "home" where the product resides, and that "home" can live in many different channels, such as a physical store display, a newspaper, radio or TV ad, or a website or blog spotlight. Really, a place is anywhere you can get your product in front of your target customers that compliments your budget, including the price point.*

***PROMOTION** is product exposure and public relations efforts via advertising (through the channels mentioned above) as well as word of mouth, direct mail, email marketing and social media. Promotion is a communication tool that encapsulates the first 3 P's by putting the right product in the right place, at the right price, at the right time, with the goal of it being irresistible to customers.*

Now while you don't necessarily need to have a background in marketing in order to be a growth hacker, it's important to understand the fundamentals of the 4 P's, so that you can tweak them using the growth hacking strategies I'll show you throughout this course.

## TOOLS & RESOURCES

**Article:** The 4 P's of Marketing Mix and how to master it in today's world (updated with example and template)

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## GROWTH HACKING FOUNDATIONS

LESSON:

# The 3 Disciplines of Growth Hacking — Technology

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The second discipline of growth hacking is **Technology.**

This is an important piece that separates growth hacking from pretty much every other type of marketing out there, and will allow you to effectively turbo-boost your growth.

In the last lesson, we talked about how you have to understand the product in your marketing. With technology, you have the power to actually change the product and make it market itself.

I'll go through a whole series of "Product Tactics" later in the course, but for now, it's important to start thinking about how you can leverage data, utilize engineers, and tap into integrations and API's in order to amplify your growth.

## TOOLS & RESOURCES

- Article: "Airbnb: The Growth Story You Didn't Know" (GrowthHackers.com)
- Article: "Mastering Growth Hacking: how to combine technology and creativity for the growth mindset" (YourStory.com)
- Zapier.com - Integrations Tool
- Productivity Machine course by Foundr - check out the "Automations" module and advanced Zapier demo

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MODULE 1:

# GROWTH HACKING FOUNDATIONS

LESSON:

## The 3 Disciplines of Growth Hacking — Psychology

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***"People do have free will, but once you start growth hacking, they don't use it as much as they think."***

In this lesson we're going to dig into the third discipline of growth hacking: **Psychology**. This may be my personal favorite.

These things are powerful. The psychological triggers I'm going to share with you in this lesson – when used correctly and ethically – have the ability to skyrocket your user base and revenue.

### The 7 Psychological Triggers of Growth Hacking

- **SELF** - People are obsessed with themselves. Tap into this! e.g. speaking directly to your audience's pain points at the top of your landing page
- **PROGRESS** - e.g. "progress bar" of how complete your LinkedIn profile is; e.g. progress of how many friends you've referred to an app
- **TIME** - e.g. Rhinolaces.com "countdown sale" bar dynamically refreshed for each holiday
- **CONTRAST** - e.g. $10 vs. $30 automatically makes you feel like you're getting a deal; e.g. comparing your product's features to your competitor's; e.g. popcorn pricing (large is only a few cents more than small)
- **FEAR** - e.g. F.O.M.O. (fear of missing out); e.g. Kanye's popup shop "only here for 2 weeks!"; e.g. fear-based headlines to get you to watch a whole news program
- **SOCIAL PROOF** - We like to follow the herd, and know that the product we're buying is already liked by others. e.g. useproof.com plugin
- **LOGIC** - Backing up the sale to your users/ customers after they've already made an emotional decision from the other triggers; e.g. slack.com/features

## ACTION ITEMS

1. Think about the **Psychological Triggers of Growth Hacking** that I've described in the video lesson (cheat sheet on the left)
2. Pick 1 trigger that you can implement *right now* in your business
3. Brainstorm **3-5 ideas** for how you could apply this trigger to your marketing ...

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MODULE 1:

## GROWTH HACKING FOUNDATIONS

LESSON:

### The 3 Disciplines of Growth Hacking — Psychology

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Before we get into the growth hacking funnel and specific tactics that you can apply to your business, I want to address a few common myths about growth hackers that you may have seen floating around the internet, as well as some truths.

**4 Common Myths About Growth Hacking**

- Myth #1: Growth hackers have to be programmers
- Myth #2: Traditional marketers can't be growth hackers
- Myth #3: You have to be unethical to be a growth hacker
- Myth #4: Growth hackers only want free traffic

**4 Truths About Growth Hacking**

- Truth #1: Growth hackers are extremely analytical
- Truth #2: Growth hackers are T-shaped (eventually V- or U-shaped)
- Truth #3: Growth hackers are also right-brained
- Truth #4: Growth hackers are obsessive

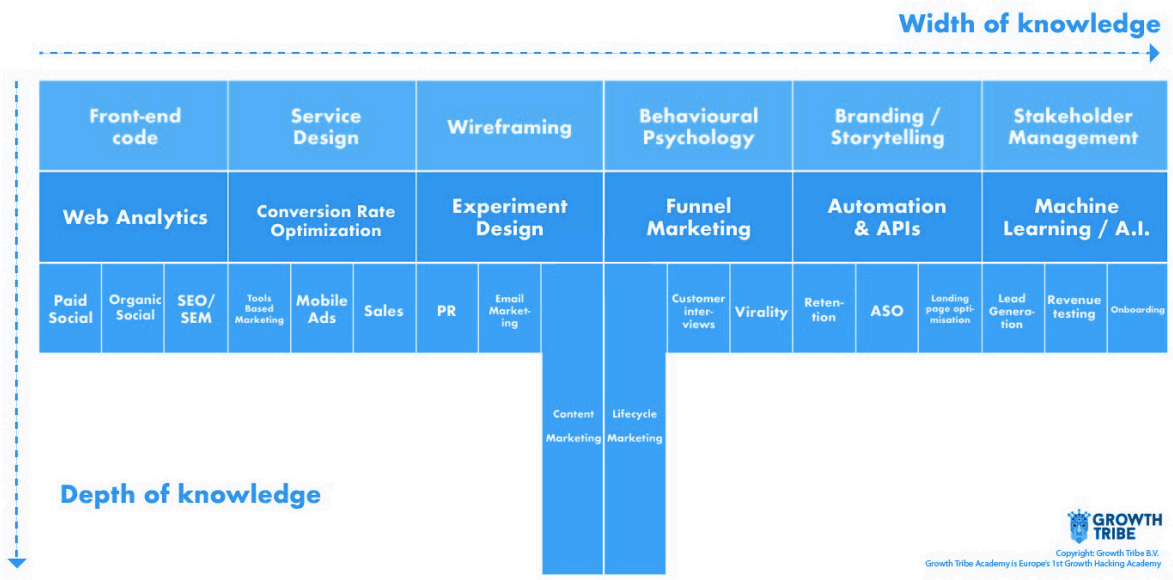
## ACTION ITEMS

- Fill out the **Skills Assessment** on the next page.
- Figure out if you're T, V, or U-shaped.
- **BONUS ACTION #1:** In the page after that ("T-Shaped Marketer" chart, already filled out), identify someone in your team who is good at each skill.

  Then think about whether YOU'RE the growth hacker, or if it's someone else on your team who is T-shaped, or maybe even a new hire that you could bring on.
- **BONUS ACTION #2:** Block off 1 day on your calendar every week in which you focus on nothing but growth.

## The T-shaped Marketer

*(example skill set)*



# SKILLS ASSESSMENT

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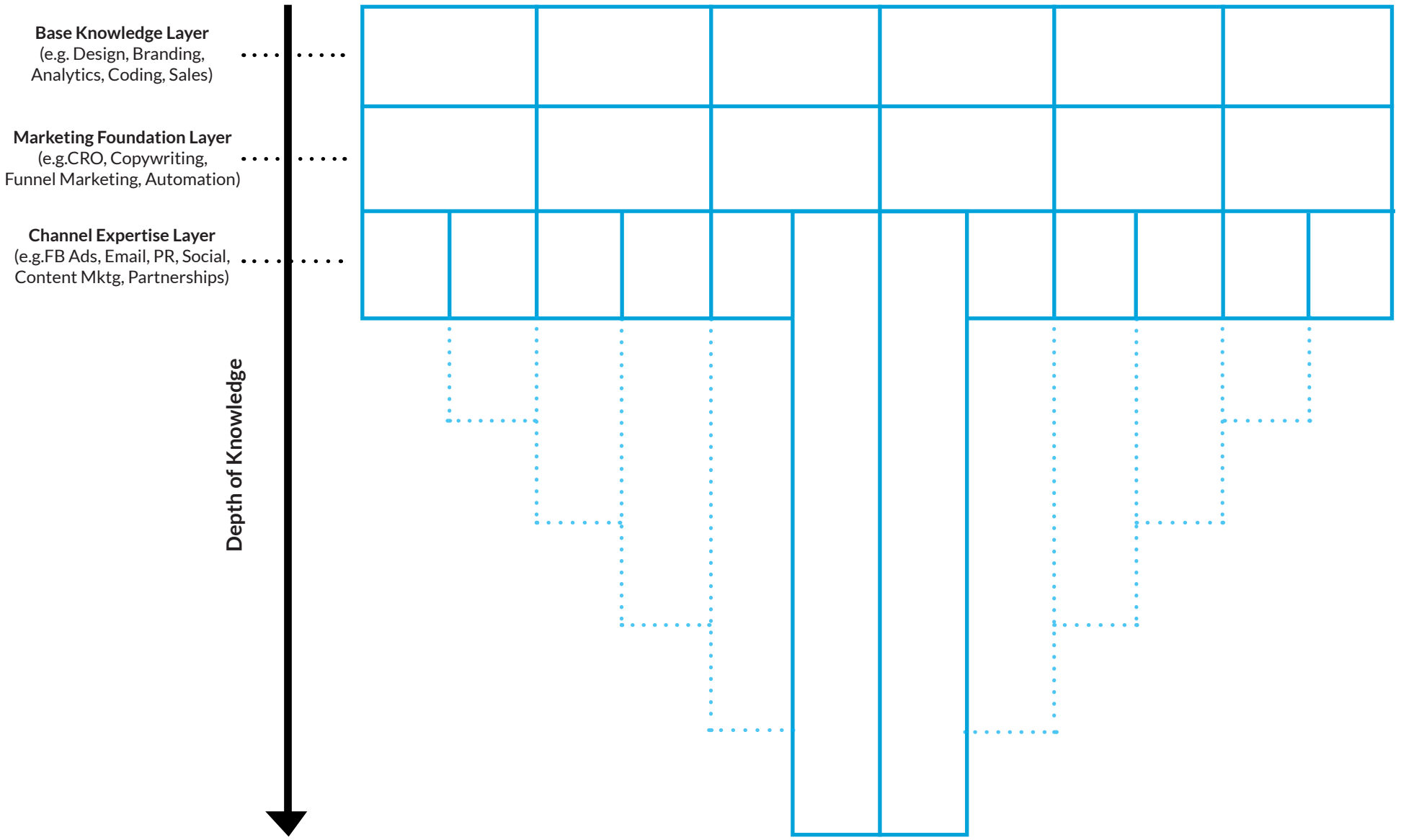
Width of Knowledge


Base Knowledge Layer
(e.g. Design, Branding, Analytics, Coding, Sales)
Marketing Foundation Layer
(e.g.CRO, Copywriting, Funnel Marketing, Automation)
Channel Expertise Layer
(e.g.FB Ads, Email, PR, Social, Content Mktg, Partnerships)
Depth of Knowledge

**Super Deep Skills**
Which 2 skills are your strongest?

**BONUS ACTION #1:** Identify someone in your team who is good at each skill.
You can use the same name multiple times, and if the person is you, put your own name.

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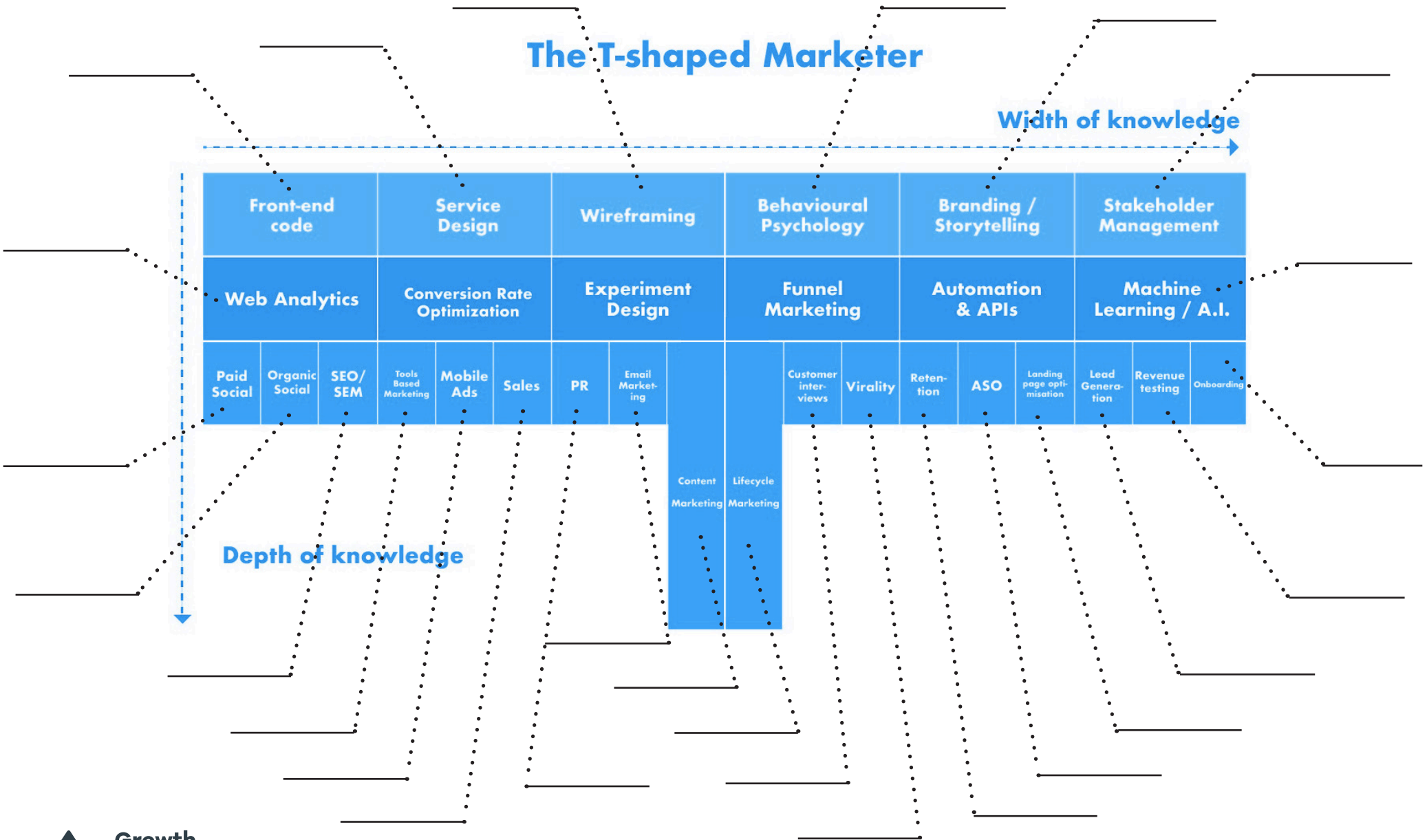

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MODULE 1:

## GROWTH HACKING FOUNDATIONS

LESSON:

## The Growth Hacking Funnel

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In this lesson we're going to dive into the 3 parts of the growth hacking funnel.

**The growth hacking funnel**

- **Get Visitors** - like going on a date
- **Activate Members** - like being in a relationship
- **Retain Users** - like being married

**What are good conversion rates for this funnel?**

- Keep the entire equation/funnel in mind
- Every industry is different
- Find data about your specific industry
- Always be improving your numbers

**Let the funnel set your growth hacking priorities**

- Where is the low hanging fruit in your funnel?
- Which part of the funnel is a "quick win" that you already have resources to focus on?
- Where is the **Pareto Principle** present in your funnel?

  *Also known as the "80/20 rule," this states that, for many events, roughly 80% of the effects come from 20% of the effort.*

  *Which part of the funnel could generate 80% of your growth?*

## ACTION ITEMS

- Fill out the **Funnel Pre-Assessment** on the following page
- Brainstorm what you could potentially be doing to fill in the different parts of the funnel
- (NOTE: I'll teach you all the growth hack tactics throughout the next 3 modules – this is just meant to get your creative ideas flowing)

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## GROWTH HACKING FOUNDATIONS

LESSON:

### The Growth Hacking Funnel

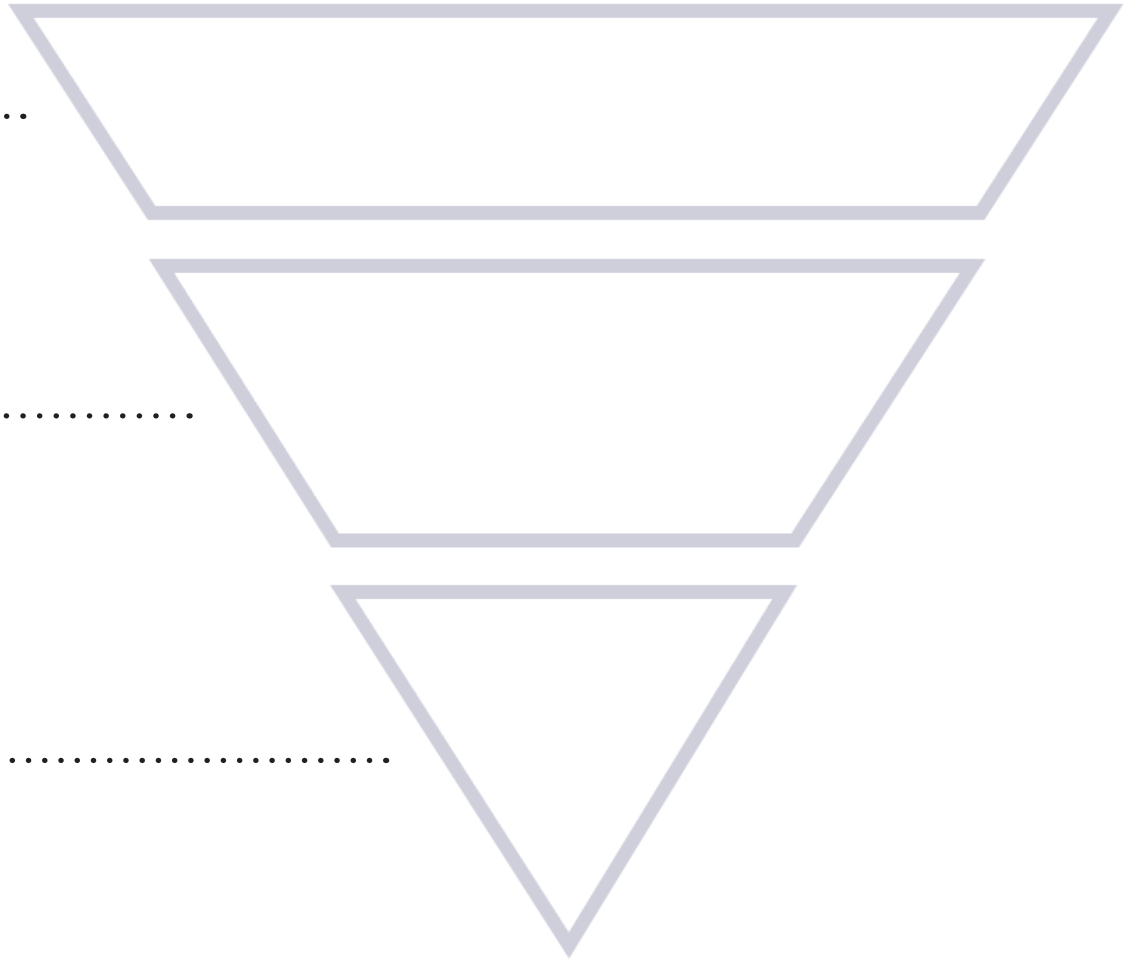
## FUNNEL PRE-ASSESSMENT

Brainstorm 3-5 tactics for each section of the funnel that you could potentially start experimenting with in order to grow that part of your business.

GET VISITORS .....

ACTIVATE MEMBERS .....

RETAIN USERS .....



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# GROWTH HACKING FOUNDATIONS

LESSON:

## Growth Hacking Tactics: Breaking Down the Funnel

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Now that you have a deeper understanding of the funnel, let's dig into some tactics and start developing your growth hacking strategy.

Over the next 3 modules, you're going to learn in great detail about each of these tactics. In this video I'm going to give you a quick overview of where each type of tactic fits into the funnel.

### PULL TACTICS

You pull visitors into your world by enticing them with a variety of content, entertainment or education.

***Pull Tactics - "Owned" Audience***

- *Blogging*
- *Free offer*
- *Ebooks*
- *Podcasting*
- *Social media*
- *Webinars*

***Pull Tactics - "Leveraged" Audience***

- *Guest blogging*
- *Guest podcasts*
- *Conference presentations*
- *Guest webinars*

### PUSH TACTICS

You push visitors into your world using more aggressive means, such as advertising and direct sales.

- *Paid ads*
- *Direct sales*
- *Promo swap*
- *Affiliates*

### PRODUCT TACTICS

You use the product itself to get new visitors (so that it literally sells itself).

- *Network invitations*
- *Referral programs*
- *Social sharing*
- *API integrations*
- *Incentives*

### ACTIVATION TACTICS

Now that you've brought your visitors into the top of your funnel, you need to activate them into members – in other words, get them to take some kind of action, such as:

- *Sign up for paid plan*
- *Sign up for free trial*
- *Join email list*
- *Buy product*
- *Do something!*

I'll show you all kinds of Activation Tactics to accomplish these outcomes later in the course.

### RETENTION TACTICS

You've loaded traffic into the top of your funnel, and then you've activated those visitors into members, and now comes a very important part: retaining those users.

There are a number of Retention Tactics I'll teach you later in the course, to keep your churn rate low and make your newly converted members / users / customers into long-term raving fans.

## ACTION ITEMS

1. Study the **Funnel Tactics Diagram**

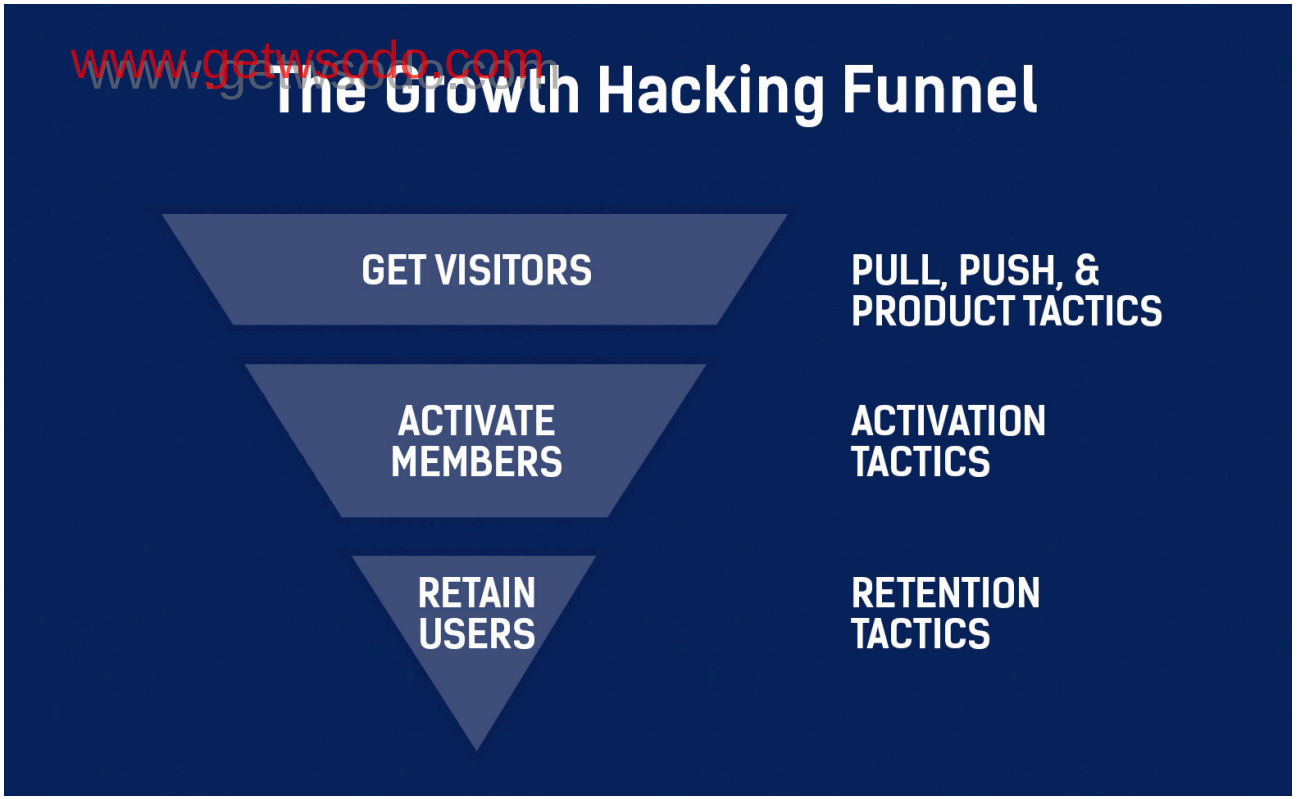
2. Think about the potential leaks in your funnel:

   *Are you having trouble getting new traffic into the **top** of your funnel?*

   *Are you acquiring traffic just fine, but having trouble **converting/activating** those visitors into members/customers?*

   *Do you have a high churn rate and need help **retaining** users after they sign up?*

3. Write your notes in the space provided.



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